



# WE'RE HIRING

### COFFEE ORIGIN STORY

located in the Kenyan Aberdare mountain range  
to Kiambu town, north of Nairobi. This coffee is  
green bluegrass lines to reduce water loss and soil  
water collected from the processing unit. Coffee  
dried, washed and fermented before undergoing a  
over 24 hours, allowing the buildup of amino acids,  
to giving this coffee its clarity of flavour and  
Finally, the beans are sun-dried on raised beds until  
ready for dry milling and exporting.

### CUPPING TASTING NOTES

an style, this coffee is the perfect combination of  
orange peel, Assam tea, and a touch of muscovado  
juicy with citric acidity and medium body.



**WE ARE LOOKING FOR  
GRAPHIC DESIGN &  
DIGITAL MARKETING EXECUTIVE**

**IF INTERESTED, SEND YOUR RESUME TO  
STAN@JAVAREPUBLIC.COM**

# GRAPHIC DESIGN & DIGITAL MARKETING EXECUTIVE

**Reporting to:** Brand Manager  
**Location:** Hybrid (Remote + Dublin 15)  
**Scope of work:** To execute and take full responsibility for all aspects of Java Republics' creative graphic design, digital content generation, and social media marketing.

## About You:

You will have a minimum of three years of experience in graphic design, creative content production, and some experience in digital marketing, managing social media channels and e-commerce, particularly within the food & beverage industry. In addition, you have passion & an ability to provide thought leadership and perspective for adoption where appropriate.

Self-motivated, creative with a keen eye for aesthetics and details yet customer-focused and able to solve problems. Highly creative with experience in generating marketing content, identifying target audiences and devising digital campaigns that engage, inform, motivate, and drive ROI.

You will be part of a passionate team of coffee experts. Our values of passion, expertise & conscientiousness drive each of us every day to offer the best coffee & tea experience in Ireland. Every day is a school day in the Java Republic, as there is always something new to learn about coffee and tea.

## Tasks & Responsibilities:

- Produce promotional and educational work and content for digital and social media platforms
- Develop concepts, graphics, artwork, and layouts for product illustrations, presentations, video content, print and digital marketing materials.
- Communicate and deal with printing service providers.
- Collaborate with sales, marketing and technology disciplines to tell our story in ways that resonate with target audiences.
- Execute all web, email, social media, and display advertising campaigns.
- Meet deadlines.
- Demonstrate proactive problem-solving and management of projects from concept to completion.
- Collaborate with the internal team to create landing pages and optimise the user experience.
- Be a brand ambassador when communicating across all company touchpoints.

## You Must Have:

- Minimum of 3 years of graphic design experience with a premium product, brand or organisation in the food industry.
- Expertise and proven graphic designing experience in Adobe Illustrator, InDesign, Photoshop, and Premiere Pro.
- Working knowledge and experience of social marketing practices.
- Self-starter who thrives working independently and shows a willingness to learn and grow and meets deadlines.

- Some experience with WordPress/WooCommerce and Shopify.
- Ability to thrive in a fast-paced and deadline-driven workplace.
- Ability to push yourself and other members of our team toward innovative solutions
- Glass-half-full attitude
- Aptitude to learn or master digital marketing skills including analytics
- Working knowledge Facebook Business Manager
- Basic knowledge of HTML and CSS
- Proven experience and skillset in photography

**We Would Prefer:**

- Understanding the power of a premium brand
- Ability to plan, execute and measure digital marketing experiments and conversion tests
- Self-motivated with a positive attitude and influence on the organisation
- Affinity for keeping up with trends and innovations, and sharing those with our team
- Agency, in-house or relevant classroom experience
- A portfolio that impresses and inspires
- Ability to identify critical conversion points and drop off points and optimise user funnels